

**South Park Stakeholders Group – Board of Directors Meeting
Thursday, April 17, 2014, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Board Members:

Robin Bieker, Bob Buente, Shelby Jordan, Richard Wu, Nate Nusbaum
Absent: Martha Saucedo, David Galaviz, Terri Toennies

Staff/Contract:

Jessica Lall, Amanda Irvine, Anna Webb, Jessica Mandelbaum, Dennis Robles, Victor Gonzalez

Guests:

Ellen Schwartz, Brian Wells, Victor Moller, Diane Edoyan, Joanne Davis, Cwennen Corral, Daniel Freedman, Dawn Davis, Doyle McDonald,

| <i>Item</i> | <i>Discussion</i> | <i>Action taken?</i> |
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| 1. Call to Order – Welcome & Introductions | Meeting called to order, 8:35am. Introductions | <i>No action taken</i> |
| 2. Public Comment / Announcements | No Public Comments or announcements | <i>No action taken</i> |
| 3. Review and approve February 20, 2014 Minutes | <i>No discussion</i> | Bob Buente motions to approve minutes from February 20, 2014 meeting, Robin Bieker 2nds approval. All in favor, none opposed. |
| 4. Presentation: The Bloc, Brian Wells, Ratcovich Company | The BLOC Project: The Macy's Plaza was sold to the Ratcovich Company. Within the past year, Ratcovich has done research and studied the space which is an entire block. They have opened up unused space for a new merchandising plan. Removing a significant amount of the original brick that covers the front of the current building of the Macy's plaza. Plans are to keep the true architectural form and not strip it. Want to stay true and urban to the city. Plaza will be open 24/7 when completed. Current US Post Office located in plaza will be relocated but stay on site. Hotel Sheraton will remain operational during construction period and will go from a 2 start to a 4 star hotel. Soft demo has begun and hard demo will start July 1. The BLOC will have free Wi-Fi and is scheduled to be complete by the holidays in 2015. Note: Will there be an announcement of new retailers | <i>No action taken</i> |

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| | <p>that will be occupying the spaces?</p> <p>Brian: Yes, in a couple of months there will be an announcement.</p> <p>Nate: Is the Sheraton staying a Sheraton?</p> <p>Brian: Yes</p> <p>Jessica: How are negotiations with Metro?</p> <p>Brian: Great, we see it as a win/win. We hope to have a agreement worked out soon to have an entrance to the 7th and Metro station from within the Bloc.</p> <p>Nate: What can SPBID do to help with the BLOC project?</p> <p>Brian: Any support of entitlements.</p> <p>Victor: Is the brick going to be reused in this project?</p> <p>Brian: No, however it will be recycled.</p> | |
| 5. Secretary – Treasurer Update (Bob) | <p>Jessica: We have transitioned banks in last month from 1st Enterprise to now Wells Fargo. This has brought a delay with Marcus (RBZ) having our financial report ready for this meeting.</p> <p>Bob: It has been challenging to transition banks.</p> <p>Jessica will get the Financials to the Board as soon as they are available.</p> | No action taken |
| <p>6. Committee Reports</p> <p>a. SOBO, Buente</p> <p>i. Sidewalk Survey Update</p> <p>b. DISI, Toennies/Lall</p> <p>i. In-kind Sponsorship Policy</p> | <p>At out last meeting we got the approval to have Precision Cutting do a complete survey of the sidewalk problems in the South Park District. The survey is very detailed in respect to the problem sidewalks in the SP District.</p> <p>Jessica and Bob have met with Bureau of Engineering and Street Services and Board of Public Works regarding the sidewalk problems in the District. Discussed how we are planning on getting the sidewalks fixed. They are willing to work on a pilot plan with the BID on fixing the sidewalks, and potentially trees. The BID is working on a variety of avenues with developers, planning and LACC to figure out how to best replace trees, and potentially do it for free.</p> <p>Jessica: CD14 has allocated \$250,000 to help with cost for fixing problem sidewalks in the CD14, which SP is in. And the Urban Design Task Force has had discussions with new property owners in the District regarding sidewalk issues.</p> <p>Victor: the clean team has found 40 vacant tree wells along the sidewalks in the SP District.</p> <p>Jessica: DISI Committee put together frame work for policy/guidelines for in-kind sponsorships.</p> <p>Nate: called for question.</p> <p>Bob: Doesn't need one, all are in favor.</p> | <p>No action taken</p> <p>Hard dollar request must be brought to the DISI committee, then to the Board. The Board will</p> |

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| <p>c. City Disaster Preparedness Event</p> | <p>where street vending is most problematic. This issue is very front and center with LAPD being that a large amount of these vending carts are tied to local gangs in the LA area.</p> <p>Jessica: We have written a letter to both Councilmen and the CLA's office in regards to the problems with street vending. Felipe with the CLA's office is responsible for writing the report on street vending. We have tried to educate him on the problems and history with street vending.</p> <p>Bob: What Council Committee oversees this type of action?</p> <p>Diane: Economic Development, right now there is only a motion for street vending.</p> <p>Victor: Does street vending fall in the same category as food trucks?</p> <p>Diane: No, food trucks are different.</p> <p>Amanda: Food trucks are allowed to be parked out on a 2 hour time slot.</p> <p>Dennis: Some carts have caught on fire some have rolled onto the streets. They are a problem.</p> <p>Diane: This is an issue we cannot ignore. We know something has to be done.</p> <p>Bob: Who said that BID officers cannot check for street vending licenses?</p> <p>Diane: CLA's office.</p> <p>Bob: Can Council overwrite CLA's office?</p> <p>Jessica: Yes</p> <p>We encourage all to take time to write letters to the Council Offices with your concerns.</p> <p>Any questions, please email Jessica.</p> <p>Jessica: A City Disaster Preparedness event will be facilitated by the Mayors office on May 15, 2014 from 3-5pm. This will benefit the BID's clean and safe teams and employees to be better prepared in the event of a disaster.</p> <p>Nate: The hospitals is a level 2 triage center, we have a staff member who is well informed with all things in preparedness for such disasters. I suggest the BID contact Connie Rangel for any information.</p> | |
| <p>8. Director of Planning & Communication Update, Irvine a. Parklet Application Update (Hope St)</p> | <p>Amanda: We are currently applying for a Parklet in South Park in front of Il Mare Restaurant. It's going to City Council to vote in June 2014. There are plenty opportunities in the coming years for more Parklets and bike racks.</p> | <p>No Action Taken</p> |

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| <p>b. My Fig Project Update</p> | <p>Nate: What is the cost. Amanda: Depending on materials and labor the cost can range from \$35k-\$50k. Jessica: We will discuss further in the Urban Design meeting and give an update. Nate: Look into California Community Foundation for a naming opportunity.</p> <p>Fig and 11th Street. 3 different projects, different construction and timelines. DOT & My Fig components have moved forward, the concerns are with traffic during construction period. 2016 is the scheduled year for completion of the My Fig project. We haven't had any vocal stakeholders oppose the project.</p> | |
| <p>c. Street Furniture/Kiosk Update</p> | <p>Jessica: We have begun loaning out some of our street furniture for special events in the District. Furniture and Kiosk is currently being loaned out to EVO for their Tasteful Tuesday Food truck event. If anyone has ideas of where the Kiosk or street furniture would be beneficial please contact Anna Webb, as she will be keeping a scheduled calendar of places and dates for the kiosk and furniture. Victor Moller: Check with Pastor Sandy Richards, she has specific locations in mind.</p> | |
| <p>9. Vacant Space/retail Attraction Plan Update, Mandelbaum</p> | <p>Have done a lot of fact finding, where SP is now and where it's going. Currently generating a database with property owners/business owners information. Have got demographic data:</p> <ul style="list-style-type: none"> - Single young people - Above average income - 48% Spanish as a first language in the household - 80% of parcels in SP are ready for development <p>Jessica Lall: We are creating a brochure of what & who is her in SP. How does SP compare to the rest of DT. Working to bring people to SP now.</p> | <p>No Action Taken</p> |
| <p>Next Meeting</p> | <p>June 19, 2014 8:30am</p> | |

Nate adjourns meeting at 9:55am

NEXT STEPS:

- **Jessica will:**
 - move forward with Phase II of new BID
 - Meet again with Bureau of Street Services and Bureau of Public Works
 - Jessica will get the Financials to the Board as soon as they are available.
- **Amanda will:**
 - move forward with Phase II of new BID



Minutes taken by Anna Webb, staff